

imagine eastbank

DRAFT VISION PLAN COMMUNITY + STAKEHOLDER ENGAGEMENT SUMMARY



OCTOBER 2022

METRO NASHVILLE PLANNING DEPARTMENT
eastbankstudy.nashville.gov

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AUGUST 22, 2022 VISION PLAN RELEASED

On August 22, 2022, the *Imagine East Bank* draft vision plan was released to the public, along with an interactive story map and an online survey. The story map guided viewers through the East Bank's existing conditions, and the concepts and ideas presented in *Imagine East Bank*. The online survey aimed to get feedback on the draft vision plan's four vision concepts.

Following an embargoed press briefing and public press conference, every major media outlet covered the release of the draft vision plan, including graphics from the plan, quotes from Mayor John Cooper and Metro department leaders.

That evening, the Civic Design Center hosted an Urban Design Forum focused on the *Imagine East Bank* draft vision plan. Nearly 100 people were in attendance to hear the first public presentation of the newly released plan.



6 WEEK
ENGAGEMENT
PERIOD



36
ENGAGEMENT
EVENTS



1,000+
ATTENDEES
AT EVENTS

615
ONLINE SURVEY
RESPONDENTS



8,795
WEBPAGE
VIEWS



763
STORY MAP
VIEWS



OCTOBER 6, 2022 VISION PLAN ADOPTED

Following six weeks of community and stakeholder engagement, the draft vision plan was revised to include updates based on common feedback. The revised plan, a summary of changes, and the results from the online survey were posted online on October 4, 2022. On October 6, 2022, the *Imagine East Bank* vision plan and an amendment to the Major and Collector Street Plan were adopted unanimously by the Metro Planning Commission at a special called meeting.



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In addition to the online survey, the first two weeks of engagement featured several unique opportunities for people to give feedback and ask questions on the draft vision plan. This included:

- virtual and in-person office hours for people to ask questions of Staff
- virtual and in-person open houses that included a 30 min. info. presentation, large group and individual Q&A

- pop-ups with info. boards and opportunities to ask questions of Staff at local community events

During the first two weeks of feedback, it became clear that the public had further questions on topics including affordable housing, multimodal transportation options, open spaces, and interaction with the river. Thus, several topic-specific public meetings were scheduled for the following weeks. These meetings provided more in-depth informational presentations on commonly asked questions and concerns. This included:

- two housing for all public meetings
- two affordable housing task force meetings
- parks + greenways public meeting co-hosted with metro parks and greenways for nashville
- bicycle + pedestrian public meeting co-hosted with walk bike nashville

- waterfront + boating public meeting

Throughout the six week engagement period, Metro Staff also gave presentations to various stakeholders including neighborhood associations, boards, professional groups, etc. These presentations gave an overview of the Imagine East Bank vision plan, and left time for questions.

Aug. 22, *Imagine East Bank* draft vision plan released to public

Aug. 22, Interactive story map released

Aug. 22, Online survey opens

Aug. 22, Press Conference

Aug. 22, Civic Design Center’s Urban Design Forum

Aug. 23, East Nashville Farmer’s Market

Aug. 24, Office Hours

Aug. 25, Virtual Open House

Aug. 31, Moving Forward Coordinating Committee

Sep. 1, Virtual Open House

Sep. 2, Virtual Office Hours

Sep. 6, East Nashville Farmer’s Market

Sep. 7, Affordable Housing Task Force Meeting

Sep. 7, McFerrin Park Neighborhood Association

Sep. 14, NAIOP - Nashville Chapter

Sep. 15, Housing for All Public Meeting

Sep. 15, Greater Nashville Realtors

Sep. 15, Metro Sports Authority

Sep. 19, Nashville MTA

Sep. 26, Urban League of Middle TN

Sep. 27, Bicycle + Pedestrian Public Meeting

Sep. 28, Waterfront + Boating Public Meeting

Sep. 30, Online survey closes



Aug. 26, Virtual Office Hours

Aug. 27, Cornelia Fort Pickin’ Party

Aug. 29, Open House

Aug. 30, East Nashville Farmer’s Market

Sep. 8, East Nashville Design Professionals

Sep. 8, Transit Alliance of Middle TN

Sep. 8, MPC Informational Session

Sep. 12, Virtual Housing for All Public Meeting

Sep. 13, Parks + Greenways Public Meeting

Sep. 16, ULI Nashville

Sep. 16, PARK(ing) Day

Sep. 21, Nashville Chamber of Commerce

Sep. 21, GNRC Transportation Policy

Sep. 21, Affordable Housing Task Force Meeting

Oct. 4, Metro Parks and Recreation Board

Oct. 6, MPC Special Called Public Hearing



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The online survey associated with the draft *Imagine East Bank* vision plan went live the same day the plan was posted — August 22, 2022. It remained open throughout the engagement period before closing at midnight on September 30, 2022. Planning Staff exported survey results several times during the

engagement period to view results and trends. The information presented on this page is a culmination of these survey results, and feedback from other discussions had throughout the engagement period. Substantive changes to the draft are also listed and reflected in the final adopted plan.



Equitable & Affordable East Bank

KEY TOPICS FROM ENGAGEMENT:

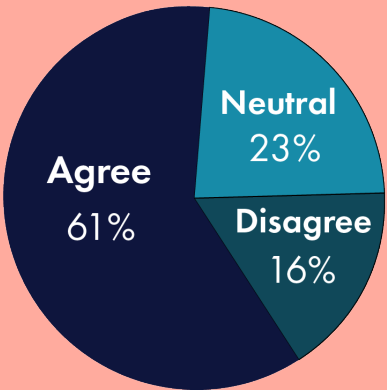
- affordable housing
- implementation

SUBSTANTIVE CHANGES TO DRAFT:

- established housing benchmarks for the first phase of development on metro-owned land
- added guidance for small, local, and minority-owned businesses
- recommended social and economic impact studies

SURVEY RESPONSE:

I support the Equitable and Affordable East Bank vision concept.



Safe & Simple Multimodal Connections

KEY TOPICS FROM ENGAGEMENT:

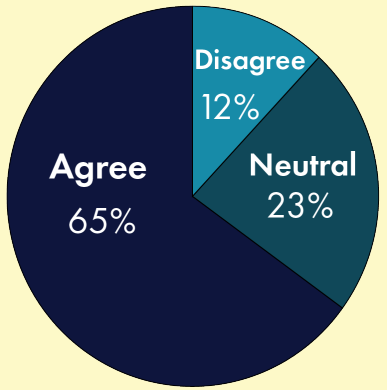
- transit
- support bicycle/pedestrian

SUBSTANTIVE CHANGES TO DRAFT:

- added information on alternative cross sections for the East Bank Boulevard
- added a new greenway rendering
- reorganized the entire chapter for clarity

SURVEY RESPONSE:

I support the Safe and Simple Multimodal Connections vision concept.



Respect for the River

KEY TOPICS FROM ENGAGEMENT:

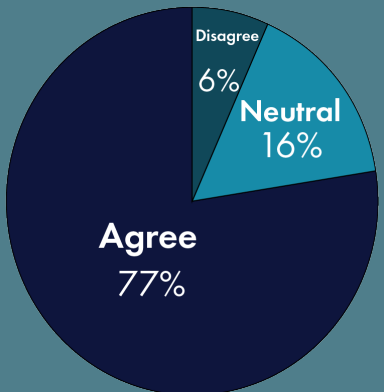
- waterfront and boating access
- flood protection

SUBSTANTIVE CHANGES TO DRAFT:

- added more detail on waterfront programming, including boating amenities

SURVEY RESPONSE:

I support the Respect for the River vision concept.



Neighborhoods for Nashvillians

KEY TOPICS FROM ENGAGEMENT:

- affordable housing
- existing communities
- no tourists

SUBSTANTIVE CHANGES TO DRAFT:

- added guidance on best practices for sustainability including green buildings, EV infrastructure, and native tree planting

SURVEY RESPONSE:

I support the Neighborhoods for Nashvillians vision concept.

